

BLACK WOMEN ORGANIZED FOR ACTION

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July, 1973

FACT SHEET ON THE SELECTIVE BUYING CAMPAIGN - GENERAL MILLS, INC.

Since 1964 minority employees at General Mills, Inc. (GMI) have been fighting for equal opportunity within the company. GMI management has consistently refused to take any positive action to end discriminatory employment practices.

In 1971 women employees at GMI joined the fight for equal employment opportunity within the company. Representatives of the Minneapolis Urban League, the St. Paul Urban League, and the National Organization for Women (NOW) in Minnesota met to discuss their common goals. Recognizing that discriminatory employment practices are a primary factor in the economic oppression of women and minorities, these organizations joined forces to obtain equal employment opportunities at General Mills, Inc.

In 1972, after GMI rejected all attempts to negotiate the dispute, the Urban Leagues and the National Organization for Women initiated a Selective Buying Campaign against this corporate giant.

This report presents the history of our struggle for equality and the goals of the Selective Buying Campaign.

THE BATTLE FOR EQUAL OPPORTUNITY AT GMI

- June 1971 - National NAACP meets with GMI. Action promised by GMI.
- July 1971 - Minneapolis and St. Paul Urban Leagues meet with GMI at Urban League conference in Detroit. Action promised by GMI.
- July 1972 - Urban Leagues, NAACP, and Minneapolis Urban Coalition meet with GMI. Demands for equal employment opportunity rejected by GMI.
NOW in Minnesota files a class action complaint on behalf of women and minorities at GMI. (7/26, filed with Minnesota Human Rights Dept., Equal Employment Opportunity Commission - EEOC, Office of Federal Contract Compliance - OFCC)
Urban Leagues demand 5.5% minority exempt employment at GMI within six months and 11% within one year.
- Aug. 1972 - GMI rejects Urban League's demands.
The Urban League National Delegate Assembly calls for a nationwide Selective Buying Campaign against GMI.
- Sept. 1972 - NOW in Minnesota joins the Selective Buying Campaign.

- Oct. 1972 - NOW National Board adopts Selective Buying Campaign as a national action for all chapters.
- Nov. 1972 - Minneapolis Urban Coalition supports the Selective Buying Campaign despite the objections of its chairman, James Summers (also president of GMI). James Summers resigns from Minneapolis Urban Coalition.
- Dec. 1972 - Black employee, Al McFarlane - GMI Coordinator of Community Affairs, is fired for "preoccupation with Affirmative Action".
National Conference of Women's Equity Action League (WEAL) supports the Selective Buying Campaign.
St. Paul Urban Coalition and 21 other local and national organizations support the Selective Buying Campaign.
- Jan. 1973 - University of Minnesota Students Association (with 55,000 student members) supports the Selective Buying Campaign.
- Feb. 1973 - EEOC makes a finding of "probable cause" in discrimination complaint against GMI.

BLACK WOMEN ORGANIZED FOR ACTION (BWOA) SUPPORTS THE SELECTIVE BUYING CAMPAIGN AND URGES YOU TO NOTE THE PRODUCTS LISTED ON THE BACK OF THE "SUZY BAKER STORY" SO THAT YOU CAN DETERMINE HOW YOU CAN SUPPORT THE SELECTIVE BUYING CAMPAIGN.

"PUT YOUR MONEY WHERE YOUR PRINCIPLES ARE"